



NEWS RELEASE

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Duke Energy Renews Commitment to Smart Energy Use; CEO Rogers Unveils National Action Plan for Energy Efficiency

CHARLOTTE, N.C. – Duke Energy will join today with other utilities, regulators, environmental and consumer groups to promote investment in energy efficiency and to help create a sustainable national commitment to smart energy use.

This “call to action” comes as a National Action Plan for Energy Efficiency (Action Plan) is unveiled today at the National Association of Regulatory Utility Commissioners’ (NARUC) summer meeting in San Francisco.

The Action Plan was developed over several months by a broad-based group of stakeholders and spearheaded by the U.S. Environmental Protection Agency and the U.S. Department of Energy. It highlights a series of energy efficiency best practices and recommendations designed to encourage innovative solutions that can be adopted and embraced by consumers, utilities and regulators in state after state across the country.

“This Action Plan creates the building blocks for a sustainable energy efficiency and conservation effort that must be part of a portfolio approach to meeting our nation’s growing energy needs,” said Duke Energy President and Chief Executive Officer James E. Rogers, who co-chaired the effort to develop the Action Plan along with NARUC President and Iowa Utilities Board member Diane Munns.

“As the largest consumer of energy in the world, the United States has a responsibility to address this issue now. A collaborative commitment to advance

energy efficiency and conservation as a ‘fifth fuel’ to complement coal, nuclear, natural gas and renewable energy can help deliver real economic and environmental benefits to consumers and utilities alike,” added Rogers, who also serves as chairman of the Edison Electric Institute, the investor-owned electric utility industry’s trade association. “With the energy challenges facing our nation, we need to get to work knocking down barriers to meaningful energy savings.”

In concert with the Action Plan’s rollout, Duke Energy is renewing its commitment to advance energy efficiency and conservation programs in the five states in which the company’s U.S. utilities operate – Indiana, Kentucky, North Carolina, Ohio and South Carolina.

Duke Energy’s support for energy efficiency initiatives is nothing new. For example, Duke Energy Indiana (then PSI Energy) launched its first comprehensive set of energy efficiency programs in 1990. Since that time, Duke Energy Indiana has invested more than \$150 million in energy efficiency. Over half of the company’s Indiana customers – approximately 350,000 – have participated in one or more of Duke Energy’s efficiency programs, saving more than \$300 million on their electric bills.

Duke Energy will begin its revitalized energy efficiency push by working with regulators and key energy stakeholders in each of its states to build upon existing programs such as the company’s Personalized Energy Report and Energy Star programs, which have been implemented in Kentucky and North Carolina, respectively.

“Implementation of relevant Action Plan recommendations will undoubtedly be state-specific,” said Rogers. “We are committed to carrying these ideas forward and to working collaboratively with our regulators in the Midwest and Southeast – who have

recently resolved to identify potential improvements in energy efficiency policy – and other stakeholders to develop win-win solutions.”

Through a series of state workshops beginning in fall 2006, Duke Energy will reach out to various stakeholders to explore innovative efficiency and conservation programs that ensure sustainable investment in energy efficiency.

For more information on the National Action Plan for Energy Efficiency, visit:
<http://www.epa.gov/cleanenergy/eeactionplan.htm>.

Duke Energy is a diversified energy company with a portfolio of natural gas and electric businesses, both regulated and unregulated, and an affiliated real estate company. Duke Energy supplies, delivers and processes energy for customers in the Americas. Headquartered in Charlotte, N.C., Duke Energy is a Fortune 500 company traded on the New York Stock Exchange under the symbol DUK. More information about the company is available on the Internet at: <http://www.duke-energy.com>.

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